



# **Community guidelines**

How to write a successful grant application

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## **Purpose of this document**

This document aims to provide your organisation with some tips on how to make applying for grants and funding easy and to help you maximise success.

Useful links providing more information on grants and grant applications are listed at the end of this document.

# How to write a successful grant application

## Setting up your application for success

Devoting time at the start of any grant or funding application process is a crucial first step to understand whether your organisation or project meets the application criteria, and what time and resources will be needed to complete a winning application. As part of your due diligence process, you should:

- **Read all guidelines** before you start and make sure your project aligns.
- **Register early** so grant administrators can communicate with you.
- **Understand requirements** including how the application will be assessed.
- **Be aware of and adhere to deadlines** and make sure you have answered all questions and uploaded all relevant supporting material.
- **Ask questions** to the grant administrators if anything in the application is unclear, or you have any queries.

## Writing a winning grant application

While every grant application should be tailored to the grant guidelines, there are some common characteristics of a winning grant application (adapted from The Funding Centre [www.fundingcentre.com.au](http://www.fundingcentre.com.au)):

### Be clear and succinct

Your application needs to be easy to read and understand. Try to get your message across as simply as possible by using plain English and minimising technical terms and jargon.

### Sell your project

Most funding organisations process a large number of applications, so you need to be creative and stand out from the crowd. Don't be afraid to sell your project. For example, can you answer the following questions in your response:

- What makes your project special or unique?
- How will your project make a meaningful difference for koalas?
- Why should people care about your project?

Describing your project with the emotion and vision of why your project exists can help to sell your project.

### Provide a succinct description of your organisation

Develop a short description of the qualifications and experience your organisation has in the area funding is being sought (i.e. don't provide pages of unnecessary detail).

### Establish the case for support

You need to build a case as to why your project will help to address the issue that the grant is looking to solve. Key elements to this include:

- Produce evidence and using up-to-date and accurate data where possible (e.g. the impact and reach of your project, community awareness and behaviour).
- Bring the issue to life by telling stories about what your organisation has seen on the ground.
- Demonstrate community support, most funders will want to know that others support your proposed project.
- Align your project with your funders' priorities. Check their websites and annual reports and speak with them about where your project might fit. In the case of projects that help protect NSW Koalas, it may be worth aligning your project with the priorities and actions of the [NSW Koala Strategy](#).

### Show how the project will operate and achieve its objectives

Establish that you have a clearly defined, creative, achievable and measurable plan to address the issues. Be as definitive as possible when describing this plan by including:

- clearly defined aims and objectives
- who is going to manage the project
- how the objectives are to be achieved
- how the success of the program will be measured.

### Provide an honest and realistic budget

The program budget can vary from a simple one-page statement of income and expenses to a more complex set of budget papers – be honest and realistic with the potential costs of the project.

### Final steps

Proofread your submission to ensure there are no mistakes. Get confirmation that your submission has been received and keep a copy for your records.

#### Useful links

- [The Funding Centre](#) is an initiative of [Our Community](#), a social enterprise that provides advice, tools and training as well as services for business, government and the public.
- [Pro Bono Australia](#) provides news on jobs, events, research and funding resources for the not-for-profit and charity sector.

Websites to help you find grants to apply for:

- [The NSW Office of Environment and Heritage](#)
- [Australian Government Grant Finder and Environmental Grants](#)
- [The Grants Hub](#)